

The  
United Nations  
Creative  
Community  
Outreach Initiative





A word from

United Nations

Secretary-General Ban Ki-moon

The UN knows drama. Our staff work and live in some of the toughest circumstances on earth. When cyclones hit, when wars break out, when people flee their homes, the UN is there, working long after the media frenzy has subsided. With our network of field offices and specialized agencies around the world, we work from the top down with governments and experts to deal with humanitarian crises, armed conflicts, and countless health and environmental issues.

We work on behalf of those who have been silenced; we work to change their life stories for the better. Yet many of these stories remain untold. You in the creative community have a powerful voice, working to personally affect each viewer through recreating the drama we face on a daily basis.

Your good work has already borne fruit. Many people had never heard about the role of gems in war until

they saw *Blood Diamond*. *The Constant Gardener* helped to shine a light on the questionable role of some multinational corporations in developing countries. The very human portrayal of a man discriminated against because of his HIV-positive status in *Philadelphia* asked the world to consider the cost of stigma and fear associated with the illness.

It is my unique hope that the UN can collaborate with the creative community to welcome the next phase of globalization, one in which we take collective ownership of the world's challenges. This is why I have decided to launch the Creative Community Outreach Initiative at the UN, specifically designed to forge meaningful and productive relationships with the entertainment industry.

Awareness is a powerful weapon in the face of injustice because it inspires compassionate action. Through creative media, we can bring honour, empathy, and compassion to our stories, and, ultimately, to the people who live them.

A handwritten signature in black ink that reads "Ban Ki-moon". The signature is fluid and cursive, with the first name "Ban" being the most prominent.

BAN Ki-moon  
United Nations Secretary-General

# Introducing the Creative Community Outreach Initiative at the United Nations

## Objective:

To partner with the creative community in order to achieve our mutual goals of promoting peace and raising awareness of critical global issues. Building on successful collaborations such as *The Interpreter* and *Che*, the UN Department of Public Information (DPI) will provide film, new media, television, and documentary producers around the world with access to information about the work of the UN and its priority issues, as well as offer logistical advice and assistance.

# Overview:

The Creative Community Outreach Initiative (CCOI), managed by the Advocacy and Special Events team within DPI's Outreach Division, is the first point of entry in the UN for the international creative community. It acts as a liaison between the UN and producers, directors, writers, and new media professionals seeking a working relationship with the UN.

The UN system is represented in every corner of the world; the CCOI provides a gateway to UN headquarters and field operations and UN agencies, and can offer editorial and field support for particularly high-value projects.

CCOI can inform writers and producers about the activities of the UN and about its priority issues: peace and security, economic and social development, human rights, and climate change.

# Services:

- ▶ Provide script-related advice and assistance;
- ▶ Host seminars and background briefings about the UN's priorities for entertainment professionals, addressing different aspects of the UN's engagement in the world's geopolitical and humanitarian hotspots;
- ▶ Propose and organize tours to UN field activities;
- ▶ Act as a clearinghouse for brand-related and legal issues;
- ▶ Grant access to the UN's extensive collection of archival film and photos;
- ▶ Offer opportunities for high-profile screenings in collaboration with the UN;
- ▶ Connect writers, producers, and directors to UN system contacts who can offer technical

expertise and logistical support to creative crews in remote locations;

- ▶ Post a steady stream of UN stories on the Web, featuring profiles of UN staff in the field and some of the people who benefit from their work;
- ▶ Within the context of the CCOI, identify opportunities for Messengers of Peace and Goodwill Ambassadors throughout the UN system; and
- ▶ Provide outlets for creative professionals who would like to support the work of the UN in other ways.

Every day, dedicated staff of the United Nations work tirelessly and behind the scenes to solve our global problems.

## 10 ways the UN works:

1. Feeds 90 million hungry people in over 70 countries every year.





2. Wipes out debilitating diseases, such as smallpox and polio. Nearly 5 million children are walking today who would otherwise have been paralyzed by polio.

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3. Grants aid to more than 30 million refugees fleeing war, famine or persecution.

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4. Leads a worldwide effort to plant well over 1 billion trees each year to combat deforestation and global warming.



5. Keeps the peace in 18 of world's hottest spots, staffed by 120,000 brave men and women in places where others can't go or won't go.

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6. Enables, in the past 30 years, more than 300 million of the rural poor to overcome poverty.

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7. Provides vaccines to 40% of the world's children and helps save 2 million lives annually.



8. Gives more than \$2 billion a year in **emergency assistance** to help people afflicted by man-made and natural disasters.

9. Has brokered more than 170 **peace settlements** and leads an international effort to **clear landmines** in some 30 countries, enabling countries in every region of the world to get about the business of rebuilding lives and societies.

10. Prevents the **discrimination of women** and improves the quality of their lives in over 100 countries. UN programmes aimed at promoting education and advancement for women have been instrumental in raising the female literacy rate in developing countries from 36% in 1970 to 70% in 2000.



# Who we are What we do

peacekeeper

Name: **Pedro**

Duty Station: **East Timor**

Little did Pedro know that when he was photographed in East Timor walking peacefully with a group of children, his image would become an enduring symbol of the United Nations effort to maintain international peace and security.



The country was, at the time, ravaged by violence and its people internally displaced after they voted for independence from Indonesia in 1999.

Pedro was a captain among the first Portuguese peacekeepers to be deployed with the United Nations Transitional Administration in East Timor. He arrived shortly after the Security Council established the peacekeeping operation.

“As a peacekeeper, I felt like being part of history because everything was really changing in this country,” he said.

our stories ...

During the first month of his mission, Pedro was on patrol near the local market in the Becora district of the capital Dili, and was joined spontaneously by a group of children. “These kids seemed to be so happy that they could follow us everywhere we went,” he said.

## protector

Name: **Bernadette**

Duty Station: **Democratic Republic of the Congo**

To the local Congolese, Bernadette is known as the “Savior of Children.” Stationed in Ituri, the northeast province of the Democratic Republic of the Congo, Bernadette is a Child Protection Advisor and helps to stop the recruitment

and re-recruitment of children by armed groups. In addition, she draws attention to the importance of supporting these children as they re-enter civilian society.

Often, she travels to remote, troubled areas by helicopter to reach children in need. She has to work quickly on these missions because security conditions prevent pilots from waiting for more than a few hours on the ground.

A national of Senegal, she became a UN Peacekeeper following the completion of her doctoral degree in Human Rights, specializing in child welfare in developing countries.

She is inspired by seeing how resilient children truly are. “Once they enter the camps, they get food and are given a shower, clean clothes and protection. The next day, they are unrecognizable, as their fatigue and hunger has disappeared.”



# deminer

Name: Christopher

Duty Station: Lebanon

our stories ...

During the 34-day conflict between Israel and Lebanon in 2006, an estimated 40 square kilometers of land became contaminated with hundreds of thousands of unexploded cluster munitions. Christopher and his team at the UN Mine Action Coordination Centre of South Lebanon have been working tirelessly, in conjunction with non-governmental organizations, commercial companies, the Lebanese Armed Forces and UNIFIL, the UN peacekeeping mission, to remove these dangerous cluster munitions and help to facilitate the safe return of civilians displaced by the conflict.



Efforts to clear cluster munitions rapidly reduced the human and economic toll. Since clearance operations and measures to educate the public about the dangers of cluster munitions began two years ago, the civilian accident rate dropped from about 57 a month in 2006 to about two a month today.

As a result of their important work, Christopher and his team were awarded the 2008 United Nations High Commissioner for Refugees Nansen Refugee Award. Its



previous recipients include Eleanor Roosevelt, King Juan Carlos I of Spain, and Queen Juliana of the Netherlands.

## educator

Name: **Ana Maria**

Duty Station: **Brazil**

On the outskirts of Recife, a town on Brazil's beautiful northern coast, children pick through the trash at the Olinda garbage dump in search of bottles and cans to be re-sold. Sadly, despite national laws that forbid child labour, the income generated from this work often means the difference between starvation and survival for the child's family.

Yet, Ana Maria works each day with families to break the cycle of poverty through providing alternatives to child labour. Ana Maria runs education and child development initiatives for Fazer Valeros Direitos, a UNICEF programme. One such programme is Bolsa Escola, which offers renewable scholarships that allow children to go to school while providing them with an income. Children are paid either in cash or in-kind and are allowed to take basic educational courses in the morning and go to enrichment activities, such as music and art, in the afternoon.

our stories ...

Ana Maria works closely with families to make the programme a success — visiting parents at home, monitoring living conditions, and assisting with scholarship paperwork. Her reward is seeing young people regain their childhoods and realize that life offers opportunities they never dreamed were possible.



# spokesperson

Name: **Paul**

Duty Station: **Liberia**

Paul knows first-hand the horrors of war, but he also knows the power of peace. As a child refugee living in Cambodia, the United Nations High Commissioner for Refugees helped him and his brothers by providing for their basic needs. Since then, his life has come full circle, and he now has the opportunity to give back.

Today, he serves as a Peacekeeper in the United Nations Mission in Liberia as a Military-Spokesperson and previously as an unarmed Military Observer, visiting towns and villages to speak with locals.

Like many peacekeepers, Paul's work extends well beyond his official job responsibilities. He volunteers his free time to help local communities. In fact, he sponsors three Liberian children to go to a private school, paying for their school equipment, tuition, and lunches.



# volunteer

Name: **Emilya**

Duty Station: **Democratic Republic of the Congo**

Emilya is piecing together the fragmented history of a brutal civil war. As a United Nations Volunteer, Emilya's task is to carefully document abuses that occurred. Not only does she hear the testimonies of survivors, but she also examines the physical reminders of war, such as shell casings and bone fragments.



Emilya's detective work, although difficult, has important consequences for both the present and future — a powerful commander was convicted based on evidence that she had gathered, connecting him to the murder of 33 civilians.

we the peoples of  
the United Nations ...



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